

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP OCT8/12 15.51
CHANGES *** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
65	65	65
66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

BUYER NAME	STEPHANIE KINCAID
SALES PRSN	WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

CLASS: NATL. LOCAL REGIONAL

(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT8/12	15.51
----------	-----------	----------------------	------	---------	-------

ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =												
AGENCY EST# = 467												
6	S		330P-700P	30		\$450.00	10/6	10/6	0		SAT	0
PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL												
8	S		630P-700P	30		\$2,500.00	10/6	10/6	0		SAT	0
PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS												

REP HEADLINE# 6361194 TRF# E:063611
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 15.51
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
PROGRAM : SAT ENT TONIGHT												
CON COM1: SAT ENT TONIGHT												
12	S		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
14	S		630P-700P	30		\$2,500.00	10/7	10/7	0		SUN	0
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15	S		815P-1130P	30		\$5,000.00	10/7	10/7	0		SUN	0
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12			12300.00									
CONTRACT TOTAL											12300.00	
TOTAL SPOTS											12	

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 801 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	..	Client/Product/Estimate:	././467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots 3		3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots 2	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC FridayF..	03	3000	30 Comme	Nbr of Spots 1		1	3000
4	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots 1		1	500
5	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots 1		1	300
6	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots 1		1	700
7	Sat 630p ET / 530p CT NBC Nightly NewsS.	02		30 Comme	Nbr of Spots 1		1	
8	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots 1		1	500
9	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 801 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ...	Client/Product/Estimate: . / /467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 6p NewsS	03	750	30 Comme	1	2	12	750
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/01/12	Closed Pre Emption	2,500.00	No Makegood / Credit	00000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	12	10	2
Cost	12300	9800	2500

Grand Totals:

Spots:	12
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00

REP HEADLINE# 6361194
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT2/12 11.59
*** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
BEVERLY, MA 01915

ORDER # CONTRACT # 6361194 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 11.59

REP: NEW ORDER
TTL \$29,800 @19X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT

\$\$\$ 415,000

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 467

1			1100P-1130P	30		\$1,250.00	10/3	10/5	3		W-F	3
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
2			1100P-1130P	30		\$1,250.00	10/8	10/9	2		M-TU	2
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
3			1000P-1100P	30		\$3,000.00	10/5	10/5	1		FRI	1
PROGRAM : DATELINE												
CON COM1: DATELINE												

10/3/12 FCC (25)

REP HEADLINE# 6361194
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/6	10/6	1		SAT	1
5			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/6	10/6	1		SAT	1
6			330P-700P PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL	30		\$450.00	10/6	10/6	1		SAT	1
7			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/6	10/6	1		SAT	1
8			630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS	30		\$2,500.00	10/6	10/6	1		SAT	1
9			700P-800P PROGRAM : SAT ENT TONIGHT CON COM1: SAT ENT TONIGHT	30		\$650.00	10/6	10/6	1		SAT	1
10			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	10/7	10/7	1		SUN	1
11			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/7	10/7	1		SUN	1
12			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$1,400.00	10/7	10/7	1		SUN	1

Level 2

1 MA

REP HEADLINE# 6361194
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT2/12 11.59
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
14			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12			29800.00									
CONTRACT TOTAL												29800.00
TOTAL SPOTS												19

Level 2

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%

SVC- NSI
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: US	Client/Product/Estimate: ./ /467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Romney For President	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC FridayF..	03	3000	30 Comme	Nbr of Spots	1	1	3000
4	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
5	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
6	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
7	Sat 630p ET / 530p CT NBC Nightly NewsS.	02	2500	30 Comme	Nbr of Spots	1	1	2500
8	Sun 8a Today Show	03	500	30	Nbr of Spots	1	1	500
Weekly Totals: Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ..	Client/Product/Estimate: . / 467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	Sun 9a NewsS	03	300	30 Comme	1		1	300
10	Sun 6p NewsS	03	750	30 Comme	1		1	750
Weekly Totals:					11	2	13	
Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	30 Commercial	10/01/12	Open Pre Emption	2,500.00		0000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
	Totals	10/01	10/08
Spots	13	11	2
Cost	14800	12300	2500

Grand Totals:

Spots: 13
Gross Total: 12,300.00
Commission: 1,845.00
Net Total: 10,455.00